

## ABSTRACT

An image display apparatus has: image display means including scanning lines, modulation lines and display devices driven through the scanning lines and modulation lines; a scanning circuit for supplying a scanning signal to the scanning line; a modulating circuit for supplying a modulation signal to the modulation line; a converting circuit for converting the number of scanning lines of an input image signal; selecting section for selecting a scan method of any of a first scan method and a second scan method, the first scan method being intended to select a plurality of scanning lines adjacent to each other in the same time during one selection period and select the same scanning line twice or more within one frame while a set of scanning lines that are selected at the same time is changed, the second scan method being intended to select one scanning line during one selection period and select the same scanning line only once within one frame; and changing section for changing a vertical scaling filter characteristic of the converting circuit in accordance with the selected scan method, wherein the vertical scaling filter characteristic in the case of the first scan method is a characteristic having a weaker elimination effect on high frequency components as compared with the vertical scaling filter

characteristic in the case of the second scan method.